



Synergies

to deliver
healthy fruit



Mayan Vegetables for the World:
The San Juan Agroexport Project
in Guatemala



Bayer CropScience



How it all began

Globalisation has opened up new markets beyond national frontiers for ever more demanding customers who want high quality, healthier and safer products available all year round. That is why agro-exporters have to guarantee that their produce meets such standards by sustainable means.

Guatemalan farmers know that they are facing new challenges in these markets: they have to constantly innovate and ensure they deliver vegetables of the highest quality, free of any risk for the consumer, from field to fork.

Bayer CropScience Guatemala together with producers committed to increasing their productivity and competitiveness in a sustainable manner came to an agreement with San Juan Agroexport. The producers' intention was to seize the opportunities presented by this global market and become recommended exporters of high-quality food.

Today's producers are competing in a market where competent management of the safety intervals for harvesting and of tolerances and traceability is essential. That is why Bayer CropScience believes it is only through the combined efforts of all those involved in the food chain – producers, agro-exporters, traders and retailers – that the desired goals can be achieved, and the business of strategic partners, such as San Juan Agroexport, strengthened.

Who is involved

Agriculture in the Guatemala Highlands is dominated by small peasants and 10,000 small producers who require solutions that empower them to meet market requirements, and who are thus involved in this project. This model of cooperation along the food chain enables Bayer CropScience to offer solutions to plant health problems through Integrated Crop Management (ICM) to the benefit of the whole food chain: farmers, exporters, importers, retailers and consumers as well as the environment.

San Juan Agroexport

As one of the leading Guatemalan agro-exporters, San Juan Agroexport focuses on the produce of small farmers from 15 departments of the country. The company mainly exports peas (garden, green and mangetout), beans, elotin, squash and Brussels sprouts to the USA and Europe. The support that Bayer CropScience provides in certification schemes for farmers enables San Juan Agroexport to meet the requirements of retailers and supermarkets in those countries. San Juan Agroexport's main

aim is to ensure that their customers are fully satisfied through offering products of the highest quality and providing the service they expect. Besides, San Juan Agroexport is interested in strategic alliances with reliable partners such as Bayer CropScience that can help San Juan Agroexport and their producers to cope with the new quality standards and regulatory requirements imposed by suppliers and retailers.

Bayer CropScience Guatemala

As a facilitator of this production model, Bayer CropScience Guatemala knows full well how important it is to create alliances with companies such as San Juan Agroexport. After all, they make it possible for market challenges to be tackled together by supporting certification processes and preparing integral solutions that combine Bayer CropScience's experience with the know-how of those involved in the production chain. The targeted products are Guatemalan brands sold to consumers in the world's most demanding markets.





What we are trying to achieve

At Bayer CropScience we want to be our customers' preferred partner through offering integral solutions that combine our experience with the know-how of producers, agro-exporters and retailers to achieve two goals: first, to guarantee the quantity, quality and safety of the produce to consumers; and second, to provide benefits that differentiate Guatemalan produce and deliver a perceived added value.



San Juan Agroexport, Km 29.5 highway to San Raimundo, Guatemala



Preparing for a challenging market environment

The Food Chain Partnership project in Guatemala has already initiated the following:

- **Training of people working on San Juan Agroexport's own farms in:**
 - Good agricultural practices
 - Residue management and import tolerances
 - Safe use of crop protection products
 - Good processing practices required for GLOBALGAP certification
- **Hands-on experience to promote better quality:**
 - Technology transfer to improve the quality of the main products
 - Field days to increase knowledge of Bayer CropScience products and how to use them more efficiently, with the aim of improving crop yield and the quality of the exported produce
 - Providing information on the quality standards and legal requirements expected by Europe's main suppliers and retailers (value chain interaction)

What benefits are expected

- Supplying consumers with products of the highest quality that meet safety and traceability requirements within the international parameters for residues and thus guaranteeing healthy food
- Improving Guatemala's productive and business image for supermarket chains worldwide
- Giving a perceived added value to each of the participants in the food chain
- Building long-term commercial relationships by offering integral solutions for each particular crop

Confidence-boosting solutions

Through working together and facing the challenges, bonds of trust are strengthened; through working hard, honestly and consistently it is possible to meet the interests of all the participants in the food value chain. This is why Bayer CropScience attaches great importance to this Food Chain Partnership project and invites other food chain participations to join the efforts to make Guatemala's agricultural produce competitive and sustainable.



Mr Juan Pablo Melendez,
Agricultural Director,
San Juan Agroexport



San Juan Agroexport
Km 29.5 highway to
San Juan Sacatepequez
Guatemala

Phone: +502 (0) 6630 2851
Fax: +502 (0) 6630 2852
Email: sjagroexport@intelnnett.com
Internet: <http://www.sjagroexport.net>

Consumers are becoming increasingly conscious of the need for healthy nutrition. Food chain partnerships help to supply consumers with high-quality fresh produce, which forms the basis of a healthy diet. But such partnerships can only succeed if they involve every player in the food chain – from the farmer and processor to the exporter or importer and retailer. Bayer CropScience has the global experience and cutting-edge expertise to create a successful partnership at every level.

For more information contact:

Food Chain Partnership Team
Bayer CropScience Guatemala
Km. 14.5 Calzada Roosevelt Z 3 Mixco
Guatemala

Phone: +502 (0) 2436 9786
Fax: +502 (0) 2436 9879
Email: juancarlos.gonzalez@bayercropscience.com
Email: manuel.barillas@bayercropscience.com

Global Food Chain Team
Bayer CropScience Aktiengesellschaft
PM-MBE-Food Chain Management
Alfred-Nobel-Str. 50
40789 Monheim am Rhein
Germany

Phone: +49 (0) 2173 38 5184
Fax: +49 (0) 2173 38 3833
Email: foodchainpartnership@bayercropscience.com
Internet: www.foodchainpartnership.com



Bayer CropScience